



# COUNTY OF LOS ANGELES

## FIRE DEPARTMENT

1320 NORTH EASTERN AVENUE  
LOS ANGELES, CALIFORNIA 90063-3294

DARYL L. OSBY  
FIRE CHIEF  
FORESTER & FIRE WARDEN

August 1, 2014

TO: EACH SUPERVISOR

FROM: DARYL L. OSBY, FIRE CHIEF

### PRESS EVENT TO LAUNCH THE PULSEPOINT APP

I am pleased to inform you that the Los Angeles County Fire Department will officially launch the PulsePoint mobile app at a press conference and demonstration scheduled for Wednesday, August 6, 2014, at 10:00 a.m., at the Home Depot Store located at 3363 W. Century Boulevard, Inglewood, CA 90301. We welcome your attendance, or a member of your staff, to learn more about this lifesaving new cardiac survival tool. Supervisor Mark Ridley-Thomas is confirmed to speak at the press conference.

PulsePoint is a revolutionary new app available to provide assistance to a person experiencing a sudden cardiac arrest who may be in need of Cardio Pulmonary Resuscitation CPR. PulsePoint enables CPR-trained citizens and off-duty professionals to be alerted to a cardiac arrest victim at the same time emergency responders are notified. In Los Angeles County, we expect the use of this app will strengthen cardiac survival rates by improving bystander response to victims during the first few minutes until our responders arrive on scene.

This new app will only be dispatched on calls that are in public settings, not in residential settings. It has already been tested and implemented in jurisdictions throughout the Nation; however, our Department will be the largest Department to utilize this app. Please note that this app and its use have already been vetted through County Counsel, and it has already been piloted throughout our Department.

SERVING THE UNINCORPORATED AREAS OF LOS ANGELES COUNTY AND THE CITIES OF:

AGOURA HILLS  
ARTESIA  
AZUSA  
BALDWIN PARK  
BELL  
BELL GARDENS  
BELLFLOWER  
BRADBURY

CALABASAS  
CARSON  
CERRITOS  
CLAREMONT  
COMMERCE  
COVINA  
CUDAHY

DIAMOND BAR  
DUARTE  
EL MONTE  
GARDENA  
GLENDALE  
HAWAIIAN GARDENS  
HAWTHORNE

HIDDEN HILLS  
HUNTINGTON PARK  
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LA CANADA FLINTRIDGE  
LA HABRA

LA MIRADA  
LA PUENTE  
LAKEWOOD  
LANCASTER  
LAWNDALE  
LOMITA  
LYNWOOD

MALIBU  
MAYWOOD  
NORWALK  
PALMDALE  
PALOS VERDES ESTATES  
PARAMOUNT  
PICO RIVERA

POMONA  
RANCHO PALOS VERDES  
ROLLING HILLS  
ROLLING HILLS ESTATES  
ROSEMEAD  
SAN DIMAS  
SANTA CLARITA

SIGNAL HILL  
SOUTH EL MONTE  
SOUTH GATE  
TEMPLE CITY  
WALNUT  
WEST HOLLYWOOD  
WESTLAKE VILLAGE  
WHITTIER

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Attached is more information about PulsePoint. We hope that you share this valuable information in your monthly newsletter publications.

If you have any questions, please call me at (323) 881-6180 or your staff may contact Battalion Chief Anderson Mackey, Employee Services Section at (323) 881-2472.

DLO:kh

Attachment

c: William T Fujioka  
Brence Culp  
Georgia Mattera  
Monica Garcia  
Sergio Vasquez  
Randi Tahara  
Susan Nissman  
Rick Velasquez  
Sussy Nemer

# EVERYDAY HEROES NEEDED

## GET THE APP. SAVE A LIFE.

Sudden Cardiac Arrest (SCA) is one of the leading causes of preventable deaths. The PulsePoint app alerts bystanders—like you—who can help victims before professional help can arrive.

**PulsePoint** alerts you to nearby people in need.

For every minute that passes before help arrives, **SCA survival odds decrease by 7%–10%.**

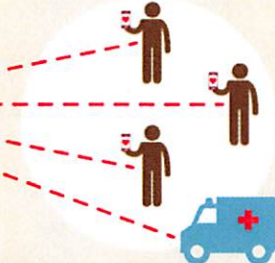
**PulsePoint** is like AMBER Alert for Sudden Cardiac Arrest victims.



1 SCA victim in need



2 911 operator sends PulsePoint alert



3 Signal received by nearby PulsePoint users



4 Users rush to help victim before professional help arrives

## LIVES NEED SAVING EVERY DAY

SCA kills almost **1,000** PEOPLE PER DAY IN THE U.S.

Nearly **60%** of SCA victims **DON'T GET CPR** until professional help arrives.

**13M** Americans are **CPR TRAINED AND CERTIFIED ANNUALLY.**

The U.S. survival rate for SCA is **11%** BUT YOU CAN HELP IMPROVE IT!

SCA data source: American Heart Association, "About Cardiopulmonary Resuscitation (CPR)" (2012)

## HOW TO HELP

Call **911**



Push hard and fast on the center of the chest to the beat of "Stayin' Alive"—100 times per minute.

Early CPR and rapid defibrillation before an emergency team arrives can boost survival by 50%.

## GET MORE INFORMATION.



Scanning this QR code will get you started.



## GET TRAINED:

Los Angeles County Fire Department

info@fire.lacounty.gov  
(323) 881-2411



## BROUGHT TO YOU BY:



@1000livesaday—real-time app activations  
@PulsePoint—general news and updates

**PulsePoint**

**PHYSIO CONTROL**